

COUNCIL ON POSTSECONDARY EDUCATION NEWS RELEASE

FOR IMMEDIATE RELEASE

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(Note to media: Trayliner can be downloaded at

<http://kyae.ky.gov/announcements/2013GEDtrayliners>)

GED ATTAINMENT IS FOCUS OF McDONALD'S PROMOTION IN 53 COUNTIES

(FRANKFORT, Ky.)--McDonald's restaurants in 53 counties are joining forces to encourage GED attainment with in-store promotions funded by the restaurant owners.

Beginning this week, customers at restaurants represented by McDonald's of Central and Southeastern Kentucky, Paducah Co-op, Tri-State Co-op and Tri-Cities Co-op will see trayliners featuring a message encouraging the attainment of a GED® test credential. The campaign emphasizes the end of the current GED test and the launch of the 2014 GED test in January.

McDonald's restaurant owner/operators have partnered with Kentucky Adult Education for the eighth consecutive year to promote GED attainment. The campaign was initiated by Joe Graviss, a Central Kentucky owner/operator and a member of the Council on Postsecondary Education, which oversees Kentucky Adult Education. The project began in three of his restaurants in Franklin and Woodford County and has grown exponentially through his leadership.

Reecie D. Stagnolia, vice president for Kentucky Adult Education, said private sector partners are key to emphasizing the value of education.

"As adult educators work to help prepare more Kentuckians for college and careers, public awareness is very important. Our partnership with McDonald's provides us with an opportunity to reach thousands of Kentuckians with a vital message about the importance of education," he said. "We are especially grateful to McDonald's

owner/operators supporting adult education in their communities at this time of transition, as a new version of the GED test launches in January.”

This ongoing partnership reflects McDonald’s commitment to support the local communities they serve, according to Graviss of the McDonald’s of Central and Southeastern Kentucky cooperative.

“We see firsthand the importance of education in our businesses and know that KYAE’s efforts will have a far-reaching impact on communities throughout our Commonwealth,” he said.

The campaign is an extension of ongoing efforts to raise the educational attainment of adults by Kentucky Adult Education, a unit of the Council on Postsecondary Education.

Adult education centers provide free academic instruction, college- and career-readiness and credentialing preparation, including GED® test and National Career Readiness Credential (NCRC) preparation and English as a second language. To find the center in your county, call Kentucky Adult Education at 1-800-928-7323 or visit www.knowhow2goky.org.

McDonald's USA, LLC, is the leading foodservice provider in the United States serving a variety of wholesome foods made from quality ingredients to millions of customers every day. For more information on McDonald's visit www.mcdonalds.com.

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Central and Southeastern Kentucky

Adair, Anderson, Bath, Bourbon, Boyle, Breathitt, Casey, Clark, Clay, Clinton, Estill, Fayette, Franklin, Garrard, Harrison, Jessamine, Knox, Laurel, Lincoln, Madison, McCreary, Mercer, Metcalfe, Montgomery, Pendleton, Powell, Pulaski, Rockcastle, Rowan, Russell, Scott, Wayne, Whitley and Woodford

Paducah Co-op

Caldwell, Calloway, Crittenden, Graves, Lyon, Marshall and McCracken

Tri-State Co-op

Elliott, Floyd, Johnson, Lawrence, Magoffin, Martin, Morgan and Pike

Tri-Cities Co-op

Bell, Harlan, Letcher and Perry